**MR1100 Marketing 1 Midterm Information**

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**On FB – Paul Tilley’s Resource Page**

**Exam Time: Wednesday, October 19, 2011 1:30-2:30pm**

**Coverage: Chapter 1 – 4**

**Exam Format:**

**Part 1 - 20 Multiple Choice Questions @ 3% Each**

**Part 2 – Choice of 3 of 4 Questions @ 15% each**

**Key Objectives covered on the exam:**

1. Discuss the essential requirements for successful marketing
2. Identify the elements of the marketing mix
3. Trace the evolution of marketing through the various eras of marketing.
4. Describe and discuss the key elements of the strategic marketing process
5. Discuss the concept of a business’ Mission, and business goals
6. Discuss the importance of a marketing plan
7. Discuss the concept of and the importance of an Environmental Scan to business
8. Describe and discuss the five uncontrollable environmental forces
9. Discuss what is meant by Demographics & Culture,
10. Discuss what is meant by Economic Conditions,
11. Discuss the Components of Consumer income,
12. Discuss the impact of Technological change on business
13. Discuss the basic forms of competition as well as the basic components of competition
14. Discuss the concept of regulation – government imposed and self regulation.
15. Discuss the significance of ethics in marketing
16. Identify factors that influence ethical and unethical marketing decisions
17. Recognize the importance of ethical and socially responsible consumer behaviour